

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Hawaii Popcorn

Hawaii HTDC- MEP

Hawaii Popcorn Complies With Nutrition Information

Client Profile:

Hawaii Popcorn Company began in 1991 as a pushcart selling popped corn. The company distinguished themselves by adding seasoned seaweeds, rice crackers, and savory cheeses. The line includes ready to pop "dry-packs" as well as pre-popped packages of popcorn. Products are found throughout the state in stores such as Long's Drugs, Costco, and Wal-Mart. In addition, his products are available is specialty stores in Washington, California, and Las Vegas, Nevada, and may be purchased online as well. Hawaii Popcorn employs 7 people at its facility in Honolulu, Hawaii.

Situation:

Hawaii Popcorn realized that some stores were requiring nutrition information on products sold at retail. To accommodate them, Company President, Mark Doo, turned to Nina Tanabe, Project Manager at the Hawaii HTDC- MEP (Hawaii MEP), a NIST MEP network affiliate, for assistance with ingredient and nutrition information.

Solution:

Hawaii MEP reviewed all of Hawaii Popcorn's current labels, obtained the necessary information, and made recommendations for the company to be in compliance with current federal and state regulations. With the revised labels, the company was able to get their product into additional stores, increasing profits by 20 percent over the previous year.

Results:

- * Increased sales by 20 percent.
- * Invested in new equipment.
- * Saved approximately \$5,000 by not having to invest in additional capital.

Testimonial:

"Working with the Hawaii MEP was a great benefit for us. They were professional and, best of all, very cost effective."

Mark Doo, President